

## At A Glance:



## Detroit Lakes/Mahnomen Fall Travelers\*

Results from a sample of 118 visitors who completed questionnaires in Detroit Lakes/Mahnomen area September-November, 2006 (+/- 10% at the 95% confidence level).

### Key Findings

#### Visitation

15.1% New to area  
 84.9% Repeat visitors

#### Repeat Visitors

5.2 Trips in previous year  
 17.9 Years as visitor

#### Primary Reason To Visit

43.0% Pleasure or recreation  
 10.3% Combined Business/Pleasure  
 8.4% Festival/special event  
 8.4% Visiting friends/relatives

#### Average Travel Party Size

3.2 People

#### Average Nights

2.5 Away from home  
 2.4 In area

#### Primary Destination

82.5% Detroit Lakes  
 15.0% 'Other'  
 13.0% Frazee  
 7.0% Mahnomen  
 4.0% White Earth

#### Important To Destination Choice

(1 = Very Unimportant,  
4 = Very important)

3.3 Fall colors  
 3.3 Natural environment  
 3.3 Scenic drives  
 3.2 County Parks/Forests

#### Personal Expenditures In Previous 24 Hour Period

\$50.75 Restaurant/Bar (n = 85)  
 \$27.83 Recreation (n = 58)  
 \$72.97 Lodging (n = 85)  
 \$37.92 Transportation (n = 74)  
 \$16.90 Grocery (n = 60)  
 \$29.67 Shopping (n = 61)

#### Information Used To Plan Trip (1=Not at all important, 4=Very important)

2.9 Previous visit  
 2.7 Recommendation from friend/relative  
 2.4 Internet

#### Likelihood to Return Next Year

72.2% Definitely will  
 15.7% Probably will  
 6.1% Not sure  
 4.3% Probably not  
 1.7% Definitely not

#### Gender

58.4% Female  
 41.6% Male

#### Household Composition

38.3% Couples; grown children  
 21.7% Couples; children < 18  
 20.9% Couples; no children  
 7.9% Other  
 7.0% Single; grown children  
 7.0% Single; no children  
 4.3% Single; children < 18

#### Average Age

48.8 years old

#### Income

24.1% \$75,000 - \$99,999  
 23.1% \$50,000 - \$74,999  
 19.8% \$100,000 - \$124,999  
 13.2% \$125,000 or more  
 7.7% \$35,000 - \$49,999  
 7.7% \$15,000 - \$24,999  
 2.2% Less than \$15,000  
 2.2% \$25,000 - \$34,999

\* Sample derived from a year-long research project ending June 2007.